

SHORTHORNS AND
POLLED SHORTHORNS...

Best for Crossing



CATTLEMEN EVERYWHERE TESTIFY THAT THE "PAYOFF" CROSS IS WITH SHORTHORNS



SATISFYING RESULTS

We have used Shorthorn bulls for two seasons and then Hereford bulls for two seasons ever since 1949. We like our crossbreds for their extra weight. The superior traits of each breed show up to benefit the colors.

"Our conception rate has been tremendous. Average calving percentage the last three years . . . 95 percent in 1967, 94.7 percent in 1968, and 96.5 percent in 1969. In the crossbred calf we get extra liveability at birth. They have extra vigor and desire to get up and nurse.

"We have had no extra calving problems . . . even less than we had with the straightbreds. We have calved up to 80 head per year and have had no Caesarean deliveries. Have lost one heifer calving in 20 years. We calved 61 heifers in 1969 and still had a 96.5 percent calf crop.

"We like the crossed cow for longevity, conception rate, calving percentage, intelligence and producing ability. We sold our steer calves (Shorthorn-Hereford crosses) to the same buyer for 13 consecutive years."

R. G. "Bud" Wishard, Trail, Minnesota

READ THE PROFITABLE EXPERIENCES OF THESE CATTLEMEN...THEN GO THE SHORTHORN ROUTE

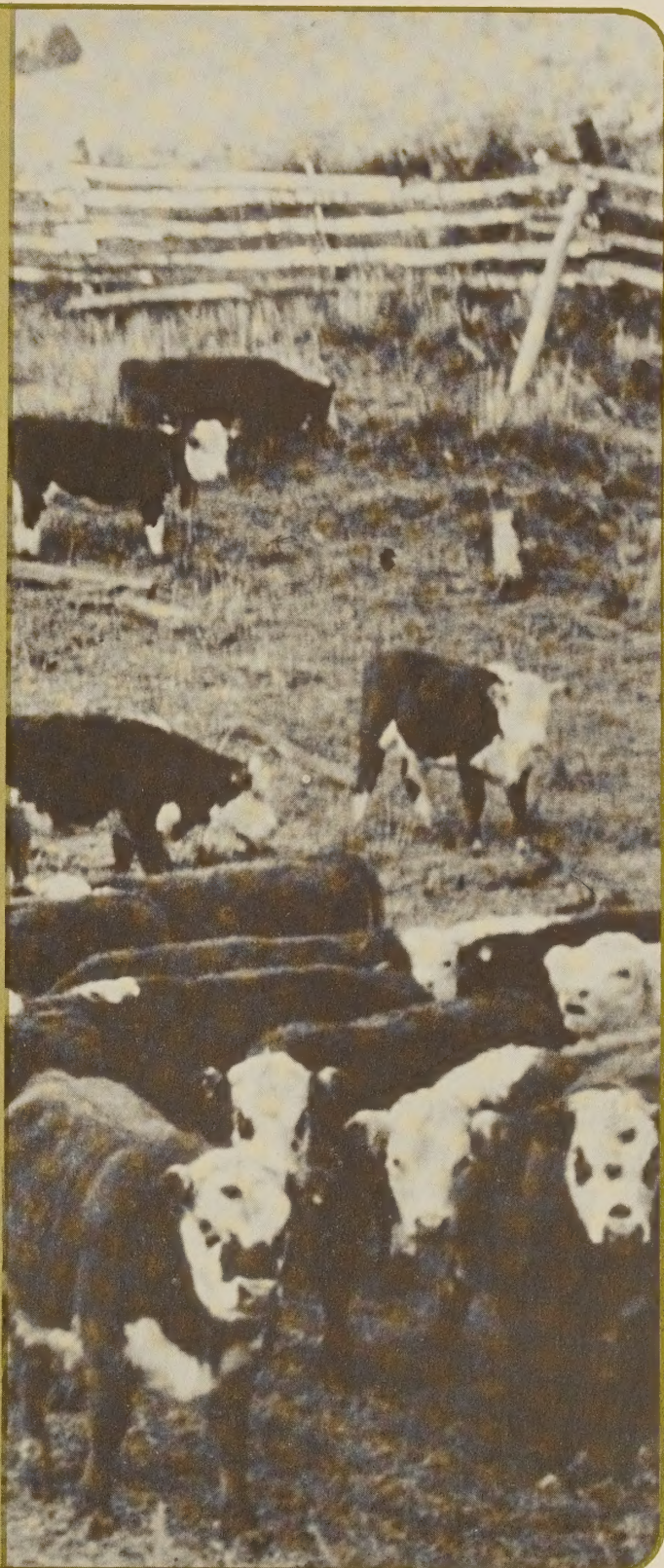
SHORTHORN BULLS PERFORM WELL

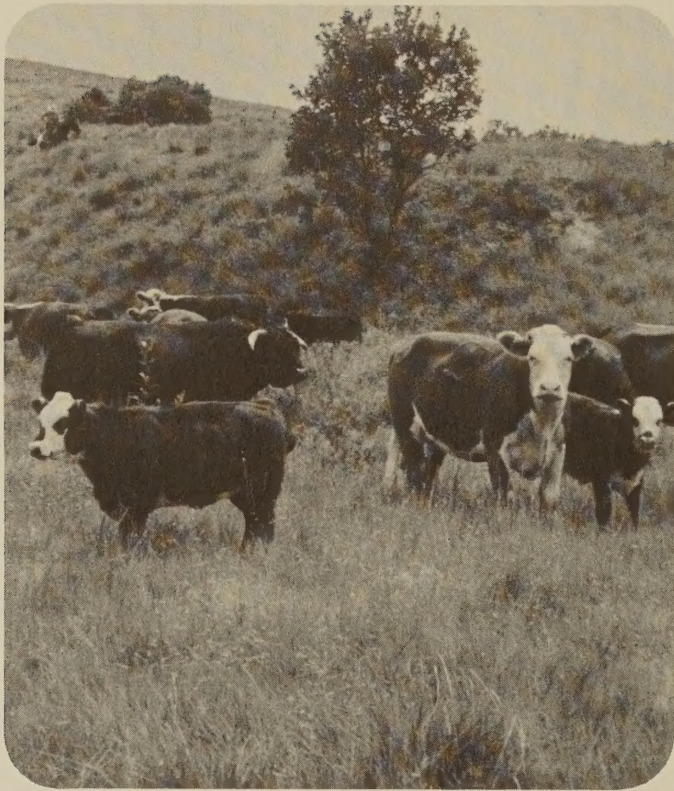
"When we raised whitefaces we spent six weeks doing nothing but greasing sun-burned udders and calves noses. Our death loss was small but our weaning weight was off one-third.

"Then we started using black bulls and eventually went entirely black. However we ran into shy breeding problems. We had a short, uneven calf crop and a long, drawn out calving period.

"Finally we purchased Shorthorn bulls. The weaning advantage has been 50 to 75 lbs. and a one to two cents premium per pound when marketed. We have 70 percent of our calves in the first three weeks of the calving period and have no late calves. These crossbred calves are more vigorous from the day they are born, they have better carcass quality and better rate of gain. The crossbred calves do much better in the feedlot."

**Bob Rutledge, Donahue & Rutledge,
Cheyenne, Wyo.**





INCREASED CALVING PERCENTAGE

"I had a 92 percent calf crop with my straightbreds. When I crossed with Shorthorns that percentage climbed to 95 percent. When I mated the Shorthorn crossbred females, the percentage was hiked to 97 percent on 150 females. Half of the calves arrived the first three weeks of the calving period and 80 percent came the first six weeks. There is plenty of profitable fertility in an infusion of Shorthorn blood for any commercial breeder."

John Barton, Saco, Montana

MIGHTY PLEASED

"We used five Shorthorn and five whiteface bulls on our whiteface cows. Our crossbred calves averaged 562 lbs. at weaning which was 52 lbs. over the average on the straightbreds. We have had no pink eye problems with our crossbreds and are certainly pleased with the crossbred program."

Henry A. Petersen, Paicines, Calif.

IMPROVED WEIGHTS

"I have been using Shorthorn bulls on Hereford-Angus and straight Angus cows the past year. The calf weights have improved a great deal. In 1968 our calves weaned at 397 lbs. and in 1969, our first Shorthorn crosses, they weaned at 454 lbs. From the results I have gotten, I believe that Shorthorn bulls definitely have a place in crossbreeding programs."

Don Griffel, New York Mills, Minnesota

REALLY PUT IT ON

"We fed out about 250 Shorthorn crosses for 150 days. We consistently topped the market at the Peoria Stock Yards. These crossbreds really put it on both in the feedlot and on pasture."

**Irvin Reiss, Meadowlark Farms, Inc.
Sullivan, Illinois**

A BIG CALF CROP

"I like Shorthorn bulls because they breed a lot of cows and get a big calf crop. My Shorthorn-whiteface calves are about 50 lbs. heavier than my straight whitefaces."

Frank Litterst, Jr., Buda, Texas

MORE ADDED POUNDS

"We have increased our cow weights by 150 lbs. and our weaning weights by 60 lbs. since using Shorthorn bulls."

J. J. Hendrix, Hall, Montana

FIRST TO GO TO MARKET

"We feed from 400 to 500 head of cattle a year. Our Shorthorn crossbreds will be in the first loads that go to market."

**Chuck Bjerstedt, Manager, The Tilney Farms
Lewisville, Minnesota**

SHORTHORNS CAN TAKE IT

"Our Shorthorn cows, with calves ranging in age from a few days to yearlings, have been found in nearby mountain range at elevations of 8,000 feet, having bucked the rigors of at least six months of winter weather without man's help. Surviving heavy snow falls, they had only aspen branches and the top of tall sage brush for food. While the animals were thin, it was little short of miraculous that they remained alive."

Alex Cross, Douglas, Wyoming



SHORTHORNS ARE ACTIVE

"Our first Shorthorn crossbred calves will arrive next spring. I have been very pleased with the working ability of our Shorthorn bulls. They are certainly aggressive. I also like their dispositions as compared to the Angus bulls I have been using."

Arnold Wyffels, Pillager, Minnesota

REASON FOR CHANGE

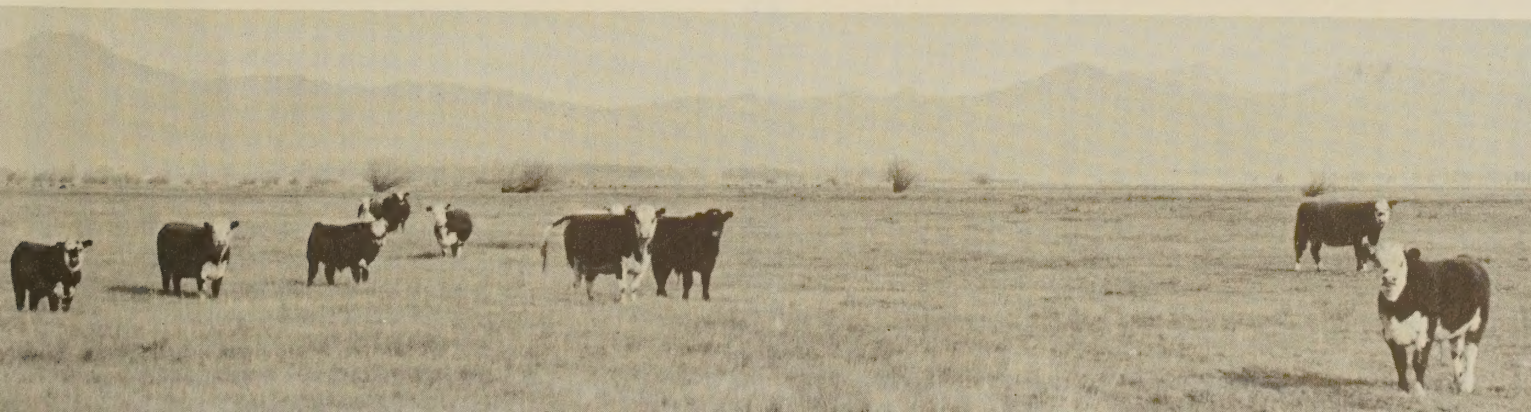
"We started using Shorthorn bulls three years ago on our 500-head herd of black cows. We found we were improving on bone, gainability and size. That is what prompted the change to Shorthorn and Polled Shorthorn bulls."

Tom Gibson, Manager, Coen Farms,
Lathrop, Missouri

A GOOD CROSS

"I am confident that Shorthorn bulls have given me an extra 50 lbs. of weaning weight. Buyers show a great interest in these crosses, too. We find these crossbreds have a lot of extra vigor and since using Shorthorn bulls we have lessened the overall calving period considerably. We also like the crossbred heifers. While we never had any problems calving our two-year-old Angus heifers, we did have a lot of dries the following year. This doesn't seem to be the case with Shorthorn crosses. They breed right back the following year."

Paul Leitner, Belle Fourche, South Dakota





BREED LEADS THE WAY IN MICHIGAN TESTS

Results of the 1966-67 Michigan Bull Test show Polled Shorthorn superiority. Results of the 140-day test by breeds:

Breed	140-day Total Gain	Average Daily Gain
Polled Shorthorns	..409 lbs.	2.92 lbs.
Polled Herefords	...329	2.35
Herefords329	2.35
Angus306	2.18

Polled Shorthorns gained nearly a half pound per day more than the overall average. Quite an advantage when you figure your net returns at year's end.

SHORTHORNS SHOW LEAN MEAT ADVANTAGE

A recent test at the Holdenville, Okla., Bull Testing Station indicated that Shorthorns had the highest average pounds of lean meat per day of age over all breeds on test.

Measured in the K 40 Counter, a portable system that measures the amount of potassium in the animal....and potassium indicates lean meat.....the results showed:

Shorthorns92 lbs. lean meat avg. per day of age
Red Angus83
Angus81
Polled Hereford	.70
Hereford69

BREED TOP ILLINOIS GAIN STUDY

A summary was completed recently of the Illinois Beef Production records for a two-year period. A total of 13,371 calf records were included.

Both Shorthorns and Polled Shorthorns headed the listing scoring substantially over the 429-lb. average noted on all calves at 205 days of age.

The statistics by breeds:

Breed	205-day adjusted weight
Polled Shorthorns 459 lbs.
Shorthorns 444
Herefords 424
Polled Herefords 423
Angus 423

SHORTHORN CARCASSES WORTH MORE

Recent feedlot and slaughter tests at the University of Minnesota's Morris and Rosemount experiment stations revealed that Shorthorn carcasses are worth as much as \$38.95 more than other English breeds.

Their studies indicated the following statistics:

	Average Carcass Value Day of Age	Total Carcass Value
Shorthorns\$0.80	\$325.12
Hereford\$0.703	\$297.24
Angus\$0.673	\$286.17

These figures reveal that the average Shorthorn carcass studied was WORTH \$27.88 MORE THAN THE AVERAGE HEREFORD CARCASS STUDIED AND \$38.95 MORE THAN THE AVERAGE ANGUS CARCASS.

ONE BULL....19

CALVES ... \$1,360.35

EXTRA PROFIT!

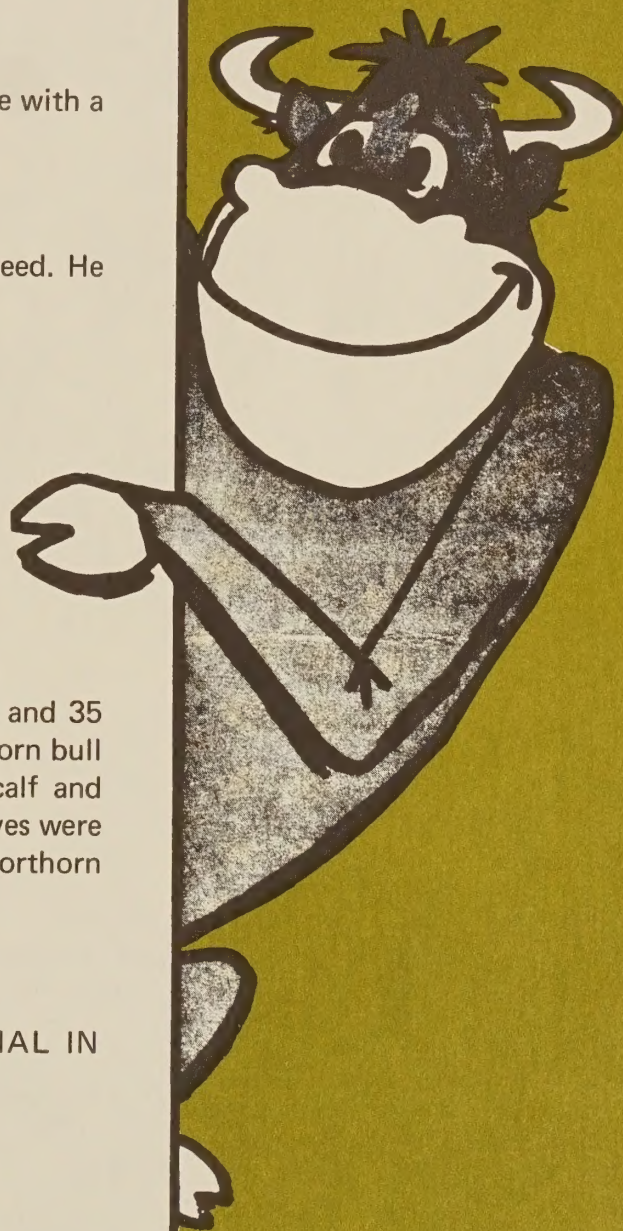
Ray Holder, Harrisonville, Mo., had a profitable experience with a Shorthorn bull a few years ago.

Holder used a Shorthorn on 20 cows of another beef breed. He used a bull of the same breed as the cows on 20 others.

Nineteen crossbred calves resulted. These were developed the same way and on the same feed as his straight-breds. At the end of eight months, when sold, the crossbreds averaged 189 lbs. more per head than his straightbreds and sold for the same price.

Translating this weight advantage to 40 cent steer calves and 35 cent heifer calves, a little arithmetic shows that the Shorthorn bull would have added \$75.60 to the value of every steer calf and \$66.15 to the value of every heifer calf. If ten of these calves were steers and nine heifers, the added return from using a Shorthorn bull was \$1,360.35 on just one crop of 19 calves.

PUT THE SHORTHORN "PROFIT-PACKED" POTENTIAL IN YOUR COMMERCIAL HERD.





There is no such thing as a bum steer! And we really mean that. The dependable **SHORTHORN INFLUENCE** makes it so....profitably erasing a host of appreciable characteristics from the very first generation, then succeeding to work monetary miracles on each thereafter. **RUGGED, BEEFY, PERSISTANT SHORTHORN AND POLLED SHORTHORN BULLS** . . . on ordinary or best range cows, no matter their breed . . . assure high-percentage calf crops. As reds, whites, roans, you will find the **SHORTHORN INFLUENCE** means more "folding money" at market-time. At weaning they are heavier . . . finished cattle get there faster. Don't you be swayed by hearsay . . . ask for facts about **SHORTHORNS** before nodding "Yes" to this season's bull needs! Incidentally, we have bulls with, or without, horns, whichever suit your taste.

